

Creative-brief

Kate Kim

Topic: Frank Ocean

Project Overview

The goal of my website is to delve into the world of Frank Ocean as an artist, shedding light on his multifaceted career and cultural significance. Beyond showcasing his musical prowess, I aim to emphasize Frank Ocean's artistic evolution and his impact on the music industry and societal norms. The website will show his journey, highlighting his early life, discography, collaborations, and artistic expression. It will capture the essence of Frank Ocean's artistry while providing a comprehensive understanding of his enduring influence in contemporary music.

Resources

To build this website, I will primarily rely on credible sources, including Frank Ocean's official website (<https://blonded.co/>), which will provide insights into his latest works and artistic direction. Additionally, I will refer to Wikipedia (https://en.wikipedia.org/wiki/Frank_Ocean) for biographical and discography information. For visual elements, I will gather images and media from official sources, online galleries, and relevant interviews available on platforms like YouTube and social media.

Audience

This website is designed for a diverse audience ranging from different genders and age groups, all sharing an interest in contemporary music, artistry, and cultural influences. While Frank Ocean's music has a broad appeal, I acknowledge that his fanbase comprises a wide age range, from young adults to older enthusiasts.

Message

The message conveyed through this website is that Frank Ocean is not solely a musical artist but an artist who has left an indelible mark on the music industry, pushing creative boundaries and empowering individuals to express their authentic selves with great visuals.

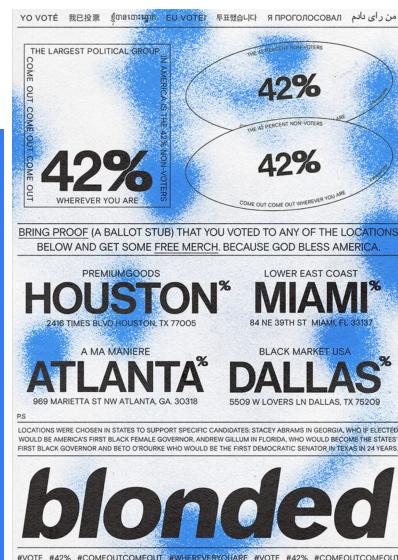
Tone

The tone of the website will reflect the elegance and subtlety reminiscent of Frank Ocean's music. It will exude a sense of empowerment and artistic exploration, mirroring his journey as an

artist who has redefined the concept of "quiet luxury" in the realm of contemporary music. The visual elements will stay consistent with Frank Ocean's branding, mirroring his artistic identity.

Visual Style

The visual style of the website will take inspiration from Frank Ocean's minimalistic and artistic approach. It will incorporate a sleek and clean design, with a black and white color scheme reminiscent of his iconic aesthetic. The use of a bold sans-serif typeface will align with his artistic branding. The primary emphasis will be on imagery, highlighting Frank Ocean's visual artistry, while maintaining simplicity and elegance throughout the website. Visual elements will be carefully selected to create a cohesive and visually engaging user experience.



Frank Ocean ————— August 20th

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